



WJLA-TV WASHINGTON, DC

WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

Strategic Media Services  
1911 N Ft Myer Dr  
Ste 400  
Arlington, VA 22209

**Contract #** 3017071  
**Schedule Dates** 09/06/17-09/12/17  
**Advertiser** Ed Gillespie for VA Governor (116805)  
**Agency** Strategic Media Services (8287)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 277/357/2984 (931637)  
**Salesperson** Monares, Barbara (3870)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name** Neil, Williams,  
**Phone/Fax** /  
**CPE** 277/357/3102  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** Separation: 30

**Date Entered** 09/05/17  
**Last Modified** 09/05/17  
**Entered By** James Staton  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,248.75  
**Net Total** \$41,076.25  
**Sales Tax**

#### Washington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2017	42	\$48,325.00
<b>Grand Total:</b>	<b>42</b>	<b>\$48,325.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/06/17-09/06/17	2	:30	5A- News-Good Morning Washington at 5a				1					1	\$250.00	\$250.00	Washington (WJLA)		9/5/17
2.0	Normal Line / Prime Premium	09/11/17-09/11/17	3	:30	8P- 10P (EST)	1	X							1	\$4,000.00	\$4,000.00	Washington (WJLA)	Daypart PT(Agency)-PWN	9/5/17
3.0	Normal Line / Football	09/09/17-09/09/17	3	:30	3:30P- 7P (EST)	1						X		1	\$3,000.00	\$3,000.00	Washington (WJLA)	Daypart RT(Agency)-PWN	9/5/17
4.0	Normal Line / SPOT	09/11/17-09/11/17	2	:30	5A- News-Good Morning Washington at 5a		1							1	\$250.00	\$250.00	Washington (WJLA)		9/5/17
5.0	Normal Line / SPOT	09/07/17-09/08/17	2	:30	6A- News-Good Morning Washington at 6a					1	1			2	\$800.00	\$1,600.00	Washington (WJLA)		9/5/17
6.0	Normal Line / SPOT	09/12/17-09/12/17	2	:30	6A- News-Good Morning Washington at 6a			1						1	\$800.00	\$800.00	Washington (WJLA)		9/5/17
7.0	Normal Line / SPOT	09/06/17-09/08/17	2	:30	7A- ABC-Good Morning America				1	1	1			3	\$800.00	\$2,400.00	Washington (WJLA)		9/5/17
8.0	Normal Line / SPOT	09/12/17-09/12/17	2	:30	7A- ABC-Good Morning America			1						1	\$800.00	\$800.00	Washington (WJLA)		9/5/17
9.0	Normal Line / SPOT	09/07/17-09/07/17	2	:30	9A- Live with Kelly					1				1	\$300.00	\$300.00	Washington (WJLA)		9/5/17
10.0	Normal Line / SPOT	09/11/17-09/11/17	2	:30	9A- Live with Kelly		1							1	\$300.00	\$300.00	Washington (WJLA)		9/5/17

### CONFIRMATION CONTRACT

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12.0	Normal Line / SPOT	09/11/17-09/12/17	2	:30	11A- ABC-The View		1	1						2	\$300.00	\$600.00	Washington (WJLA)		9/5/17
13.0	Normal Line / SPOT	09/12/17-09/12/17	2	:30	12P- News-ABC 7 News at Noon			1						1	\$250.00	\$250.00	Washington (WJLA)		9/5/17
14.0	Normal Line / SPOT	09/07/17-09/07/17	2	:30	1P- ABC-The Chew					1				1	\$250.00	\$250.00	Washington (WJLA)		9/5/17
15.0	Normal Line / SPOT	09/06/17-09/06/17	2	:30	4P- News-ABC 7 News at 4p				1					1	\$250.00	\$250.00	Washington (WJLA)		9/5/17
16.0	Normal Line / SPOT	09/11/17-09/11/17	2	:30	4P- News-ABC 7 News at 4p		1							1	\$250.00	\$250.00	Washington (WJLA)		9/5/17
17.0	Normal Line / SPOT	09/07/17-09/07/17	2	:30	5P- News-ABC 7 News at 5p					1				1	\$400.00	\$400.00	Washington (WJLA)		9/5/17
18.0	Normal Line / SPOT	09/12/17-09/12/17	2	:30	5P- News-ABC 7 News at 5p			1						1	\$400.00	\$400.00	Washington (WJLA)		9/5/17
19.0	Normal Line / SPOT	09/06/17-09/08/17	2	:30	6P- News-ABC 7 News at 6p				1		1			2	\$500.00	\$1,000.00	Washington (WJLA)		9/5/17
20.0	Normal Line / SPOT	09/11/17-09/11/17	2	:30	6P- News-ABC 7 News at 6p		1							1	\$500.00	\$500.00	Washington (WJLA)		9/5/17
21.0	Normal Line / SPOT	09/07/17-09/07/17	2	:30	6:27P- 7P (EST)					1				1	\$2,500.00	\$2,500.00	Washington (WJLA)		9/5/17
22.0	Normal Line / Access	09/06/17-09/08/17	2	:30	6:57P- 7P (EST)				1	1	1			3	\$3,500.00	\$10,500.00	Washington (WJLA)		9/5/17
23.0	Normal Line / Access	09/11/17-09/11/17	2	:30	6:57P- 7P (EST)		1							1	\$3,500.00	\$3,500.00	Washington (WJLA)		9/5/17

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24.0	Normal Line / Access	09/07/17-09/07/17	2	:30	7P- Wheel Of Fortune					1				1	\$1,400.00	\$1,400.00	Washington (WJLA)		9/5/17
25.0	Normal Line / Access	09/12/17-09/12/17	2	:30	7P- Wheel Of Fortune			1						1	\$1,400.00	\$1,400.00	Washington (WJLA)		9/5/17
26.0	Normal Line / Access	09/06/17-09/08/17	2	:30	7:30P- Jeopardy				1		1			2	\$2,400.00	\$4,800.00	Washington (WJLA)		9/5/17
27.0	Normal Line / Access	09/11/17-09/11/17	2	:30	7:30P- Jeopardy		1							1	\$2,400.00	\$2,400.00	Washington (WJLA)		9/5/17
28.0	Normal Line / SPOT	09/06/17-09/08/17	2	:30	11P- 11:30P (EST)				1		1			2	\$750.00	\$1,500.00	Washington (WJLA)		9/5/17
29.0	Normal Line / SPOT	09/12/17-09/12/17	2	:30	11P- 11:30P (EST)			1						1	\$750.00	\$750.00	Washington (WJLA)		9/5/17
30.0	Normal Line / SPOT	09/06/17-09/08/17	2	:30	11:30P- 12:30A (EST)				1		1			2	\$450.00	\$900.00	Washington (WJLA)		9/5/17
31.0	Normal Line / SPOT	09/10/17-09/10/17	2	:30	9A- ABC-This Week								1	1	\$325.00	\$325.00	Washington (WJLA)		9/5/17
32.0	Normal Line / SPOT	09/11/17-09/11/17	2	:30	11:30P- 12:30A (EST)		1							1	\$450.00	\$450.00	Washington (WJLA)		9/5/17

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